

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.1416**  
ANSWERED ON 31.07.2025

**PROMOTION OF MICE INDUSTRY AT THE GLOBAL LEVEL**

1416 DR. SUMER SINGH SOLANKI:  
DR. KALPANA SAINI:  
SHRI MOKARIYA RAMBHAI:

Will the Minister of **TOURISM** be pleased to state:

- (a) the steps undertaken by Government to promote the Meetings, Incentives, Conferences, and Exhibitions (MICE) industry in India and at the global level;
- (b) whether Government plans to elevate Indian cities into the world's top MICE destinations;
- (c) if so, the details thereof; and
- (d) the total revenue generated by the MICE market in India in 2024 and the growth expected thereof by 2030?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): Development and promotion of tourist destinations and products, including MICE tourism, is primarily the responsibility of the respective State Government/Union Territory (UT) Administration. However, as part of its on-going activities, the Ministry of Tourism regularly promotes India as a holistic tourism destination including MICE tourism through various mediums including social media and websites.

Ministry of Tourism identified MICE as one of the important segment of Tourism. Ministry has also formulated a National Strategy and Roadmap for MICE Industry to promote the growth of MICE industry in the country. The following Key pillars have been identified in the MICE strategy document:

- i. Institutional support for MICE
- ii. Developing Eco-system for MICE
- iii. Enhance competitiveness of Indian MICE industry
- iv. Enhance ease of doing business for MICE events
- v. Marketing India as a MICE destination
- vi. Skill development for MICE industry

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